

21715-3
10/26/87

AUGUST
1987

POCKET **summary** *of registrations*

new
cars

new
trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '87 VS '86	% IND	
	1987	1986		1987	1986
A.C.	2680	5667	47.29	.30	.61
(Alliance)	2425	3444	70.41	.27	.37
(Eagle)	255	375	68.00	.03	.04
BUICK	26578	29611	89.76	2.94	3.20
(Laser)	237	2420	9.79	.03	.26
(Le Baron/GTS)	16459	13068	125.95	1.81	1.41
(E/NY/S AV)	8843	14123	62.61	.98	1.53
CHRYSLER	30707	45023	68.20	3.41	4.87
(Daytona)	3979	3536	112.53	.44	.38
(Omni/Shadow)	8390	11759	71.35	.93	1.27
(Aries)	4324	7176	60.26	.48	.78
(Lancer)	1967	4096	48.02	.22	.44
(800)	3118	4596	67.84	.35	.50
(Diplomat)	1221	2711	45.04	.14	.29
PLYMOUTH	23139	33767	68.53	2.56	3.65
(Horizon/Sundance)	8605	12411	69.33	.94	1.34
(Reliant)	4378	7316	59.01	.49	.85
(Caravelle)	2756	2076	132.76	.31	.22
(Gran Fury)	561	1299	43.19	.06	.14
CHRYSLER CORP.	80424	108401	74.19	8.91	11.72
FORD	119017	109661	108.53	13.18	11.86
(Escort)	35520	31990	111.03	3.93	3.47
(Mustang)	12860	15607	82.40	1.42	1.69
(Tempo)	15498	21023	73.72	1.72	2.27
(Taurus)	30895	17921	172.40	3.42	1.94
(LTD/Gran Vict)	8028	11681	68.73	.89	1.26
(T-Bird)	12885	11417	112.86	1.43	1.23
INCOLN	11802	12827	92.01	1.31	1.39
MERCUARY	42319	40255	105.13	4.69	4.35
(Capri)	48	1244	3.86	.01	.13
(Topaz)	4698	5127	91.63	.52	.55
(Sable)	9914	6434	154.09	1.10	.70
(Marq/Gr Marq)	9548	10776	88.60	1.06	1.17
(Cougar)	11354	11372	99.84	1.25	1.23
INC/MERC DIV.	55931	54422	102.77	6.20	5.88
DAEWOO MOTOR CO.	174948	164883	106.12	19.38	17.74
DAEWOO	53699	60701	88.46	5.95	6.56
(Skyhawk)	3584	5961	60.12	.40	.64
(Somerset/Skylink)	8811	8686	78.41	.75	.94
(Century)	13451	19099	70.43	1.49	2.07
(Regal)	5110	5766	88.62	.57	.62
(Riviera)	1011	2779	36.38	.11	.30
DAEWOO	22423	21253	105.51	2.48	2.30
(Allante)	177	-	-	.02	-
(Cimarron)	1252	1926	65.01	.14	.22
(Eldorado)	1688	1953	86.43	.18	.21
(Seville)	1365	1517	89.98	.15	.16
DAEWOO	137625	134718	102.16	15.26	14.58
(Chevette)	481	3951	12.17	.05	.43
(Celebrity)	21102	30950	68.18	2.34	3.35
(Corsica)	13106	-	-	1.45	-
(Beretta)	14280	-	-	1.58	-
(Cavalier)	23333	26413	88.34	2.60	2.86
(Camaro)	10482	13184	79.51	1.16	1.43
(Corvette)	1919	2299	83.47	.21	.25
(Monte Carlo)	5736	9179	62.49	.64	.99
DAEWOO	67628	79788	85.01	7.51	8.63
(Firenze)	1593	2347	67.87	.10	.25
(Calais)	9890	9710	101.85	1.10	1.05
(Cutlass Ciera)	22689	25056	90.55	2.50	2.71
(Cutlass)	8253	12747	64.74	.91	1.38
(Toronado)	1338	1275	104.94	.15	.14
DAEWOO	66225	65772	100.69	7.34	7.11
(1000)	263	1379	19.07	.03	.15
(Sunbird)	6888	8231	83.68	.76	.89
(Grand AM)	20183	13677	147.57	2.24	1.48
(6000)	9732	18685	52.08	1.08	2.00
(Monterville)	9469	2834	334.12	1.05	.31
(Firebird)	6985	7931	88.07	.77	.86
(Fiero)	3713	5609	66.20	.41	.61
(Grand Prix)	972	2551	38.10	.11	.28
DAEWOO CORP.	347800	362232	96.02	38.54	39.18
(Fisc Domestic)	9	8	112.50	-	-
(Other Import)	296720	284413	104.33	32.87	32.75
U.S. TOTAL	902581	924804	97.60	-	-

UNITED STATES SUMMARY
AUGUST 1987 ISSUED 10/87

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% '86		YEAR END 1986
	1987	1986		1987	1986	
A.M.C.	22070	46620	47.34	.33	.64	72008
(Alliance)	19290	31796	60.67	.29	.44	49907
(Eagle)	2780	5113	54.37	.04	.07	7380
CHRYSLER	185706	234070	79.34	2.74	3.19	351741
(Laser)	4285	20059	21.36	.06	.27	28321
(Le Baron/GTS)	102405	110455	92.71	1.51	1.51	160600
(E/NT/S Av)	71001	103556	68.56	1.05	1.41	160945
DODGE	278166	331229	83.98	4.09	4.51	510136
(Daytona)	21151	27334	77.38	.31	.37	36547
(Omni/Shadow)	86710	64847	133.71	1.27	.88	110505
(Aries)	62875	67556	93.07	.93	.92	104734
(Lancer)	16394	31562	53.84	.25	.43	47900
(600)	25199	43116	58.44	.37	.59	61305
(Diplomat)	8104	18986	42.68	.12	.26	31810
PLYMOUTH	242530	272226	89.09	3.57	3.71	415701
(Horizon/Sundance)	94702	75665	125.16	1.39	1.03	124754
(Reliant)	66433	88509	75.06	.98	1.21	127969
(Caravelle)	25187	25599	98.39	.37	.35	38622
(Gran Fury)	5199	10267	50.64	.08	.14	15509
CHRYSLER CORP.	705402	837525	84.34	10.40	11.41	1271578
FORD	957764	899599	106.47	14.10	12.26	1364434
(Escort)	258702	268534	96.34	3.80	3.66	400695
(Mustang)	119350	120054	99.91	1.77	1.64	165854
(Tempo)	164262	170399	96.40	2.42	2.32	259896
(Taurus)	240177	129377	185.64	3.54	1.76	238610
(LTD/Crn Vct)	83706	116055	72.13	1.23	1.58	160333
(T-Bird)	83984	94793	88.60	1.24	1.29	138602
LINCOLN	107969	102527	105.31	1.59	1.40	169805
MERCURY	310561	323890	95.88	4.58	4.41	477874
(Capri)	986	8612	11.45	.01	.12	11850
(Topaz)	46611	43420	107.35	.69	.59	65498
(Sable)	65651	56863	115.45	.97	.77	91341
(Marq/Gr Marq)	80567	88293	91.25	1.19	1.20	130478
(Cougar)	73277	81835	89.54	1.08	1.12	112818
LINC/MERC DIV.	425440	436627	97.44	6.27	5.95	661787
FORD MOTOR CO.	1383204	1336226	103.52	20.37	18.21	2026221
BUICK	366151	494295	74.08	5.39	6.74	57328
(Skyhawk)	26021	48005	54.20	.38	.65	74172
(Somerset/Skylark)	48335	80808	59.81	.71	1.10	112375
(Century)	100279	154830	64.77	1.48	2.12	236946
(Regal)	34898	53435	65.31	.51	.73	77962
(Riviera)	12906	12552	102.82	.19	.17	22937
CADILLAC	165805	186033	89.13	2.44	2.54	300090
(Allante)	1137	-	-	.02	-	5
(Cimarron)	9111	14819	61.48	.13	.21	23592
(Eldorado)	12618	14004	90.10	.19	.19	24476
(Seville)	14386	10325	139.33	.21	.14	20641
CHEVROLET	1037483	1159087	89.51	15.29	15.79	1693234
(Chevette)	20289	45656	44.44	.30	.62	72454
(Celebrity)	226633	271395	83.51	3.35	3.70	397297
(Corsica)	58899	-	-	.87	-	1372
(Beretta)	64707	-	-	.95	-	1505
(Cavalier)	212126	265637	79.86	3.12	3.62	362780
(Camaro)	85715	120472	71.15	1.26	1.64	164283
(Corvette)	16683	23038	72.42	.25	.31	32581
(Monte Carlo)	43724	72035	60.14	.64	.98	112445
OLDSMOBILE	498883	700629	71.21	7.35	9.55	1044444
(Firenza)	10999	24522	44.85	.16	.33	34470
(Cutlass)	70956	80576	88.06	1.05	1.10	114295
(Cutlassiera)	169065	216384	78.13	2.49	2.95	323607
(Cutlass)	72545	141400	51.30	1.07	1.93	191138
(Toronado)	11011	9109	120.88	.16	.12	16239
PONTIAC	481663	565295	85.21	7.09	7.70	829650
(1000)	5159	12722	40.55	.08	.17	18142
(Sunbird)	58793	75823	77.54	.87	1.03	103925
(Grand AM)	152337	132972	114.56	2.23	1.83	198509
(6000)	84293	123308	68.36	1.24	1.68	197601
(Bonneville)	63496	28011	226.68	.94	.38	49174
(Firebird)	54810	66191	82.81	.81	.90	93521
(Fiero)	32857	47095	69.77	.48	.64	67748
(Grand Prix)	10976	26779	40.99	.15	.36	37728
GEN MOTORS CORP.	2549965	3105333	82.12	37.56	42.32	4624746
Misc. Domestic	48	60	80.00	-	-	77
Other Import	2128109	2011946	105.77	31.34	27.42	3139212
U & TOTAL	6789818	7337716	92.53	-	-	11139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	AUG	% INC	YEAR TO DATE		% '87 VS '86	% INC	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	45905	10.81	379431	235086	128.58	11.52	9.33
Plymouth	11852	2.79	89913	74322	120.98	2.73	2.35
Ford	118401	27.93	956059	891652	107.22	29.04	26.21
Chevrolet	105204	24.78	772377	836258	92.36	23.46	26.45
G.M.C.	30376	7.16	222762	227733	97.82	6.77	7.2
Hino	166	.04	1052	478	220.08	.03	.0
International	5575	1.31	43389	43708	99.27	1.32	1.38
Iveco	188	.04	1481	1569	94.39	.04	.05
Jeep	14326	3.37	125534	119530	105.02	3.81	3.78
Mack/Midliner	1796	.42	15492	14760	104.96	.47	.47
Kenworth	695	.16	8389	6926	121.12	.25	.22
Peterbilt	785	.18	7017	6533	107.41	.21	.21
Daimler-Benz Corp.	1619	.38	16966	13011	130.40	.52	.41
Scania	11	-	74	31	238.71	-	-
Volvo White	599	.14	7295	7285	100.14	.22	.23
Western Star	113	.03	898	672	133.63	.03	.02
Other Imports	84950	20.01	640404	618089	103.61	19.45	19.55
Miscellaneous Domestic	1931	.45	4265	3735	114.16	.13	.12
U. S. Total	424492		3292798	3161379	104.16		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-18	GVW 5 18-19.5	GVW 6 19.5-26	GVW 7 26-32	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	288577	90854	-	-	-	-	-	-
Plymouth	89913	-	-	-	-	-	-	-
Ford	572559	349543	375	-	-	6254	19040	828
Chevrolet	476484	267153	18673	419	190	4097	5087	274
G.M.C.	106873	86805	2013	272	3737	4073	14194	4795
Hino	-	-	-	-	277	267	508	-
International	-	-	-	-	230	11140	14359	17660
Iveco	-	-	701	319	393	68	-	-
Jeep	116231	9303	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1404	1819	12269
Kenworth	-	-	-	-	-	-	-	8389
Peterbilt	-	-	-	-	-	-	-	7017
Daimler-Benz Corp.	-	-	-	-	-	1063	1629	14274
Scania	-	-	-	-	-	-	-	74
Volvo White	-	-	-	-	-	-	1058	6237
Western Star	-	-	-	-	-	-	-	898
Other Imports	632252	2721	3684	-	676	448	623	-
Miscellaneous Domestic	-	1333	-	1468	171	-	15	1278
Total	2282889	807712	25446	2478	5674	28814	58332	81453
1986 Total	2118755	846082	24624	925	3251	32121	58671	73950
1987 vs '86	107.75	95.24	103.34	267.89	174.53	89.70	97.76	110.15

**NEW IMPORTED CARS
LEADING MAKES**

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	33801	.50	45207	.62
Chevrolet Spectrum	53140	.78	56335	.77
Chrysler Conquest	8015	.12	-	-
Dodge Colt	28806	.42	31938	.44
Dodge Colt Vista SW	11252	.17	11258	.15
Dodge Conquest	240	-	1862	.03
Ford Festiva	6985	.10	-	-
Plymouth Colt	26051	.38	29432	.40
Plymouth Colt Vista SW	10198	.15	10753	.15
Plymouth Conquest	157	-	1795	.02
Pontiac Lemans	12852	.19	-	-
RAM Merkur	4496	.07	10210	.14
Scorpio	2414	.04	-	-
Tracer	13930	.21	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	212335	3.13	198810	2.71
OTHER IMPORTS				
Alfa Romeo	56059	.83	60619	.83
Audi	404444	5.96	385047	5.25
Hyundai	175028	2.58	71625	.98
Isuzu	133635	1.97	143815	1.96
Mercedes Benz	62041	.91	57763	.79
Nissan	340402	5.01	365302	4.98
Subaru	104569	1.54	117673	1.60
Toyota	380607	5.61	376922	5.14
Volkswagen	119577	1.76	141777	1.93
Volvo	68024	1.00	79256	1.08
Others	283723	4.18	212147	2.89
Total Other Imports	2128109	31.34	2011946	27.42
GRAND TOTAL ALL IMPORT CARS	2340444	34.47	2210756	30.13

**NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (B-18,000 LBS)**

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	46931	1.43	47574	1.50
Dodge RAIDER	12477	.38	-	-
OTHER IMPORTS				
Isuzu	61765	1.88	56304	1.78
Isuzu	89298	2.71	96088	3.04
Isuzu	37127	1.13	19722	.62
Mitsubishi	146969	4.48	145658	4.61
Nissan	1369	.04	2190	.07
Subaru	54313	1.65	25085	.79
Suzuki	237046	7.20	261516	8.27
Toyota	6125	.19	8208	.26
Volkswagen	961	.03	-	-
Others	634973	19.28	614771	19.45
Total Other Import Trucks	634973	19.28	614771	19.45
GRAND TOTAL ALL IMPORT TRUCKS	694381	21.09	662345	20.95

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, BUREAU OF
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**NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR-TOTALS**

YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10396695	3472209
*1980	8760937	2476777
*1981	8442919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1) 1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R. 1-87

(1) REVISED 10/85

NEW TRUCK BUYERS RATE MAIL BROCHURES AS MORE HELPFUL THAN AUTOMOTIVE ADVERTISING IN:

Television by **68%**

Radio by **64%**

Magazines by **60%**

Newspapers by **63%**

*New Car Buyers, **want, need and use**
Product Details that **POLK AUTOMOTIVE**
MAIL can **best** deliver*

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